

Business must look forward to increasing control in the interests of those who buy.—Walter Lippmann.

Honolulu Star-Bulletin

HONOLULU STAR-BULLETIN, MONDAY, AUGUST 16, 1915.

SPORTS, CLASSIFIED AND SHIPPING SECTION

NINE

GEN. SCOTT CARRIES PEACE PLANS TO WARRING FACTIONS IN MEXICO

Conferees Urge Unity, and Promise Every Assistance to War-torn Country

U. S. SOLDIERS RESENT INSULT AT SONORA

Street Fighting Results, But Officers Soon Quell Disturbance

[Associated Press by Federal Wireless]

WASHINGTON, D. C., Aug. 16.—The government expects soon to receive an acceptance from Gen. Francisco Villa and his chief of staff, Gen. Felipe Angeles, of the plan for restoring peace and order and setting up a stable government in Mexico proposed by the Pan-American conference. Gen. Hugh L. Scott, chief of staff, is carrying the proposals to the warring chieftains. Already he has conferred with Villa and Angeles and he is now on his way to meet Obregon, Carranza's commander in the north. Gen. Villa gave him a safe conduct through his lines in order that he might reach Obregon, farther south. Mexican soldiers along the sidewalk into the street.

An official account of the serious episode at Nogales Saturday shows that the disturbance began in the American town of Sonora. A crowd of swarming Mexicans jostled a group of American soldiers off the sidewalk into the street. The soldiers, enraged at the insult to their uniform, the Americans then began attacking Mexicans on sight, wherever they could find them or hunt them out. Officers rounded up the angry soldiers and the disturbance was quelled.

It is reported that several Americans were arrested in retaliation in the Mexican town of Nogales, but there is no verification of the rumor that an American was killed there. Quiet reigned yesterday in both towns.

PEACE ENVOYS APPEAL TO LEADERS AND PEOPLE.

WASHINGTON, D. C., Aug. 15.—Peace or war was the alternative offered to Mexico yesterday in the communications and orders sent south.

The joint note of the representatives of the main American Republics was despatched to the leaders of the various fighting factions in the troubled country, offering every assistance in the restoration of peace and the establishment of a constitutional government and urging the leaders and the people of Mexico to get together for peace, for the sake of Mexico itself and for the benefit of the two American continents.

The Pan-American appeal was sent to First Chief Carranza, Gen. Villa, Gen. Zapata and a score of the lesser factional chieftains. It takes the form of an announcement to the people of

Mexico, telling the people of the appeal that has been made to the leaders to restore peace to the Republic.

The appeal asks the leaders to meet at some early date on neutralized ground in Mexico, there to exchange ideas and determine the fate of their country. It urges the leaders to arrange amongst themselves for the calling of an election, to exchange promises to provide for a free and untrammelled expression of public opinion and to make a general agreement to abide by the result of the election. Offers Helping Hand.

The appeal states that the representatives of the various governments which consulted at the Pan-American conference acted severally and independently, inspired only by a general spirit of American fraternalism. The action agreed upon by the conferees, the sending of the appeal, is the signers state, the wish of the two continents as it is interpreted in view of the situation that exists today in Mexico.

The Pan-American conference, says the appeal, desires to ascertain whether the leaders or the people of Mexico wish that disinterested help should be extended to them to be employed in the reestablishing of peace in the sister Republic.

POSSE DISPERSES BAND OF RAIDERS

NOGALES, Ariz., Aug. 15.—There was a violent outbreak of anti-Mexican sentiment here yesterday, with street rioting in which scores of soldiers took part. Early in the day it was reported that a force of Mexicans had crossed the nearby border and had commenced a raid against the cattle herds. An auto posse was started out against the raiders, who were operating 15 miles west.

During the afternoon it was rumored that the posse had been defeated by the raiders and that the Mexicans were advancing against this place with the threat that they would likewise defeat the soldiery here and take away the guns of the gringos. The rumor spread rapidly and the streets began to fill with angry men, soldiers and civilians, while the Mexicans in the town began to flock out, alarmed at the anger displayed against them.

IN WAR ARENA

TEUTON BATTERING RAM FORCES SLAVS TO GIVE GROUND

LONDON, Eng., August 16.—Both Berlin and Vienna assert that south of Warsaw the Russians, confronting von Mackensen have begun a new retreat, while in the north, against von Blow and von Hindenberg, they are offering desperate resistance, which in places has crumbled under the massed German attacks.

Vienna says that, after making a stand on their entire front west of the River Bug, the Russians are now everywhere retreating.

Berlin reports that in a desperate sortie from Kovno, in the outer defenses of which von Hindenberg already has battered breaches, the Russian garrison lost 1000 prisoners and was compelled to retire.

Many Prisoners Taken.

Northeast of Warsaw, in the angle between the Bug and the Narew, the Germans captured 4500 prisoners.

In the region of Losyce, headquarters reports that the Russian positions have been penetrated.

Northeast of Kubisko, the Russians were compelled to yield ground and were pushed so hard that they lost 2354 prisoners.

On the southern front, Berlin confirms the assertion of Vienna that the Russians have begun a new retreat.

From Nish, the temporary capital of Serbia, comes word that the Austrians have begun a new bombardment of Belgrade, the abandoned capital, but the same despatch asserts that there has been no loss of life.

ITALIANS MAKE PROGRESS IN MOUNTAIN PASSES

ROME, Italy, August 16.—Advancing through the historic Brenner Pass, Austrian troops attempted to debouch into the Adige Valley, sending ahead of their infantry an armored train. The Italian artillery forced the train to retire, badly battered. The official bulletin states that there is heavy fighting on the upper Rienz, but that the Italians have held successfully the positions there lately captured. Elsewhere their infantry has advanced to the slopes of Croda Rossa and Salsogel, for which they are now contending, and is continuing to make progress toward Monte Nero.

ALLIES AEROPLANES BOMBARD CONSTANTINOPLE

LONDON, Eng., August 16.—A despatch to the Daily News from its Athens correspondent says that French and British aeroplanes flew over Constantinople yesterday, dropping bombs on the suburb of Galata, on the north shore of the Golden Horn, with heavy casualties.

There are no French or British official reports today on the progress of military operations on the peninsula of Gallipoli but a Constantinople bulletin asserts that attacks by the Allies on the Turkish right wing, north of Avli Bazar, were repulsed by a strong counter attack.

Fierce Fighting in Caucasus.

Petrograd reports that the Russian

Allies Landing at Dardanelles From Fleet



The landing of the Allies' troops at the Dardanelles was a costly operation, but it was carried out effectively under the protection of the big guns from the battleships which are seen in the background, anchored in the Straits of the Dardanelles. A small covering force preceded the main body of troops. During the landing, a continuous fire was kept up by the ships in the Straits. The Turks were thus kept back from the coast line and the men were able to make their landing. In the photo are seen the Indians of His Majesty's forces marching from the beach to take up their camp inland.

army of the Caucasus has stormed the crest of the heights of Karaderbent, commanding the Passine Valley. Turkish counter attacks, delivered in an attempt to win them back, were cut down. The Russians also captured a transport column, left to the escort of prisoners, containing large herds of cattle and much munitions.

HEAVY ARTILLERY DUELS ALONG FRENCH FRONT

PARIS, France, August 16.—Between the Oise and the Aisne, the French succeeded yesterday, after violent hand-to-hand fighting, in occupying the crater caused by the explosion of a mine under a German trench. Elsewhere on the west front there is no infantry activity, but mighty artillery duels are in progress in Artois, Lorraine and the Champagne. Nineteen French aeroplanes sailed over St. Mihiel yesterday, dropped 108 bombs on the German depots of stores and munitions there and returned unharmed.

TEUTONS MAY FORCE BALKANS TO FIGHT

LONDON, Eng., August 15.—A crisis is rapidly approaching in the Balkans and Bulgaria must decide within a few days whether or not she is to become an ally of the Entente or an ally of the Alliance. Everything today points to the participation of both Bulgaria and Rumania on the side of the Allies.

Reports from Amsterdam, received early in the day, announced that the desperate position of the Turks had determined the Austro-Germans to make a supreme effort to open the

way for the delivery of munitions and supplies to their Moslem ally and that an Austro-German force was being concentrated on the Balkan border, the object of which is to drive through Serbia and Bulgaria.

From Bucharest comes word that the Rumanian army is rapidly mobilizing and being transferred towards the Transylvanian border, where Germany has 40,000 men.

U. S. CONSUL LOOKS AFTER BRITISH INTERESTS AT RIGA

WASHINGTON, D. C., August 16.—On the request of the British foreign office, the American consul at Riga, Russia, has taken over the British interests in that city. This is taken to mean that Riga is being completely evacuated and that the Russians expect an early occupation of the place by the Germans under von Hindenberg.

CARGO OF MUNITIONS HELD AT PORT ANGELES

LOS ANGELES, Cal., August 16.—Three hundred thousand cartridges and many cases of rifles were included in the cargo manifest of the British steamer Prince Albert when the captain of that vessel applied at the customs house yesterday for clearance for Mazatlan. It is believed that the rifles and ammunition was destined for Carranza and clearance was refused so long as the munitions remained on board. The rifles and cases of cartridges were accordingly discharged and the vessel cleared and sailed.

U. S. MAINTAINS RIGHT TO SELL WAR MUNITIONS

Rejects Austria's Contention, and Points to Boer War as Analogous Case

[Associated Press by Federal Wireless]

WASHINGTON, D. C., Aug. 16.—The state department released for publication today the reply of the administration to the government of Austria-Hungary, rejecting the contention of that country that the export of munitions of war by this country is not in consonance with the definition of neutrality.

Though friendly in tone, the note denies in toto the assertions of the dual monarchy, at the same time pertinently recalling that Germany and Austria in the Boer war freely supplied Great Britain with ammunition, though the Boers were unable to buy, because they were shut off from the sea, just as the Teutonic Allies are barred now.

The note insists that the course followed by the United States is strictly neutral and is based on adherence to the principles on which America herself would depend in case of an attack by foreign foe.

In the days before the war, the note points out, both Austria and Germany produced surplus munitions for worldwide sale, and stress is laid on the fact that, until the shoe was on the other foot, neither of the Teutonic belligerents either suggested or applied, in the many wars the world has seen, the principles now advocated by both.

HURRICANE WIPES OUT JAMAICA BANANA CROP

[Associated Press by Federal Wireless]

KINGSTON, Jamaica, August 16.—Jamaica was swept by a severe hurricane on Saturday, many houses being demolished and three persons being killed. The banana crop, which is the main dependence of the inhabitants, is reported to be ruined, the banana groves being leveled by the storm.

MORGAN REPORTED FULLY RECOVERED

[Associated Press by Federal Wireless]

NEW YORK, N. Y., Aug. 16.—J. P. Morgan, who was recently shot and severely wounded by Erick Muenster, is now fully recovered from his wounds.

Mohammedanism is the recognized religion of the Turkish race, and the sultan, as caliph, is the supreme head. Over 2,000 mosques are provided for worship.

GEN. WOOD HAS PLAN TO TRAIN ARMY OFFICERS

Declares Colleges and Universities Should Furnish Leaders for Volunteer Army

[Associated Press by Federal Wireless]

PLATTSBURG, N. Y., Aug. 15.—"America has the raw material for a volunteer army of a million and a quarter men who have had some training and who could be depended upon to answer the call should the nation need them," said Maj. Gen. Wood, addressing the civilian volunteers in the army training camp here.

"The great need of the nation," continued Gen. Wood, "is for trained officers to lead our volunteers should trouble come." The speaker suggested that the preliminary training for the officers necessary could be secured in the various colleges of the land and advocated the inauguration of a military course in all colleges and universities.

"None has any right to take the stand that he may consider performing his duty as a soldier for his country as a purely voluntary act, to be done or not as suits. The performance of military duties in time of trouble is something which every man physically fit owes to his country. It is not a matter of preference but a matter of obligation."

Gen. Wood has sent an invitation to President Wilson to visit the training camp here, where 1300 civilians—business and professional men—are serving a short tour for instruction in the military essentials. Mayor Mitchell of New York is in one of the classes.

RESERVISTS FOR ITALY RIOT IN BOSTON HARBOR

[Associated Press by Federal Wireless]

BOSTON, Mass., Aug. 16.—A portion of the European war was fought out on the docks here yesterday, when 1300 Italian reservists, awaiting transportation to their home country, made a demonstration against the German liners Amerika and Cincinnati, in port for refuge against the Allies' cruisers.

The Italians swarmed on the piers alongside the two German ships, hurling epithets at the German crews and challenging them to come ashore and fight. The actions of the Italians became so menacing that, to warn them off, shots were fired in the air by the German officers, while hurled calls were sent out for police protection. The Italians answered the shots by volleys of stones, which smashed in the port lights and did considerable damage to the deck fittings of the liners.

When the police arrived there was a lively fight, in which three policemen and three stewards of the Cincinnati were severely injured, while there were many minor injuries on both sides. Ten of the most active of the Italians were arrested.

Following the battle the Italians boarded the Canopic, which sailed last night.

BERTHA YOUNG INJURED WHEN AUTOS COLLIDE

[Associated Press by Federal Wireless]

SAN FRANCISCO, Cal., Aug. 16.—Miss Bertha Young of Honolulu, daughter of the late Alexander Young, and five other women, who were guests with her, were injured in an automobile accident here yesterday. None was seriously hurt, but all were badly shaken up. The motorcar in which Miss Young and her friends were riding collided with a sightseeing autobus, the occupants of the car being thrown out of their machines.

TWO MIDSHIPMEN ARE EXPELLED FROM ANNAPOLIS

WASHINGTON, D. C., Aug. 16.—The court of investigation which has been reviewing the cases of the 14 midshipmen accused of cribbing at examinations has recommended that Ralph Nelson of Peckskill, N. Y., and Charles Reigle of Ohio be expelled, and that 12 others be disciplined. Secretary Daniels and President Wilson approve the sentence.

Masonic Temple Weekly Calendar

MONDAY—Leah Chapter No. 2, O. E. S.; Stated; 7:30 p. m.

TUESDAY—Honolulu Lodge No. 409; Special, Second Degree; 7:30 p. m.

WEDNESDAY—Hawian Lodge No. 21; Special, Third Degree; 7:30 p. m.

THURSDAY—Honolulu Chapter, Rose Croix No. 1; Special; 7:30 p. m.

FRIDAY—

SATURDAY—Harmony Chapter No. 4, O. E. S.; Stated; 7:30 p. m.

SCHOFIELD LODGE

WEDNESDAY—

SATURDAY—

HERMANN'S SOEHNE

Versammlungen in K. of P. Hall, Montag, August 2 and 16. Montag, September 6 and 20. W. WOLTERS, President. C. BOLTE, Sekretair.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner Beretania and Fort streets, every Thursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Leader. FRANK MURRAY, Secretary.

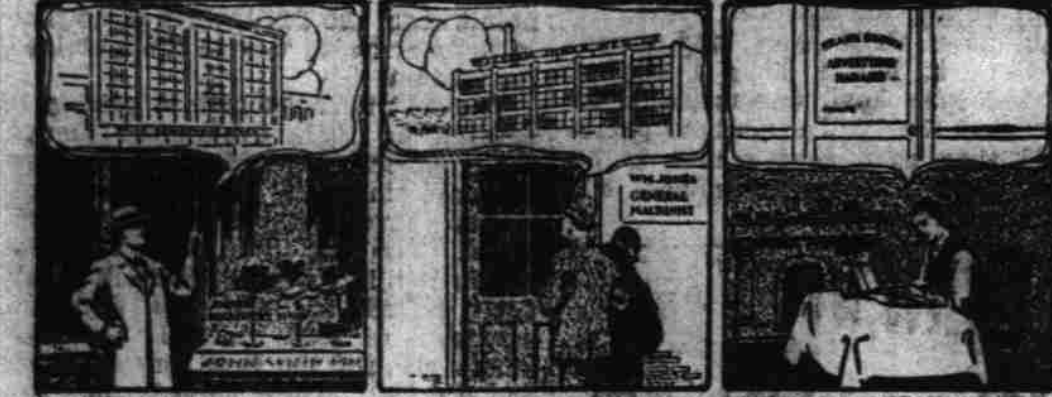
HONOLULU LODGE, 616, B. P. O. E.

meets in their hall, on King St., near Fort, every Friday evening. Visiting brothers are cordially invited to attend. C. J. MCCARTHY, E. R. M. DUNSHAW, Sec.

Home Course in Advertising

To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo YMCA High School

IN 90 CHAPTERS A CHAPTER A DAY



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

PURPOSES OF THE COURSE:—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$35. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER LX.

THE SALESMAN WHO KNOWS ADVERTISING.

In a general, through-the-dealer plan of national distribution, there is the question of sales organization. Sales organization is not only important, but, also, it is primary. This is one of the first considerations.

You have your product and you have your field. Now you must find out how to distribute your goods so as to put them on hand for the consumers to get them when your advertising has created a demand. You must decide this sales question before you decide any question as to medium or copy or any of the other advertising details.

Some of the biggest successes in advertising have had as their keystone this efficiency of sales organization. Salesmen, more and more, must know advertising. That is why many in advertising ranks today, engaged in work along advertising lines, are former salesmen. Part of the function of the man in the field selling goods is to make the dealer understand advertising, so that he will know how this advertised article will be better for him to push than one that is not advertised.

The salesman, in such cases, takes the argument from